

Subject: Fwd: Movement Performance Incorporated - 8830 S. Sepulveda Blvd - Chris Locke - HFH
From: Nate Kaplan <nate.kaplan@lacity.org>
Date: 02/07/2011 11:32 AM
To: Donald Duckworth <duckworth.donald@gmail.com>

Hey Don,
Here is the latest...sounds good. Let me know what you think
-Nate

----- Forwarded message -----

From: **Debbie Lawrence** <debbie.lawrence@lacity.org>
Date: Mon, Jan 31, 2011 at 9:11 AM
Subject: Re: Movement Performance Incorporated - 8830 S. Sepulveda Blvd - Chris Locke - HFH
To: Nate Kaplan <nate.kaplan@lacity.org>
Cc: Joseph Rouzan <joseph.rouzan@lacity.org>

Hi Nate,
I forgot to copy you on this e-mail. I want to clarify their issue as it is now.
Debbie

On Fri, Jan 28, 2011 at 11:30 AM, Debbie Lawrence
<debbie.lawrence@lacity.org> wrote:

> Hi Joseph,
> Here is a response I sent to Jorge on January 10th. Was he not able to
> find a place for the additional projecting sign? Let me know if this
> is still the issue then I can clarify what they can do. I think the
> issue is that 4 square feet is still too small. I had recommended that
> they apply for a CDO plan which would allow for director's
> interpretation of the guidelines through a determination.
> Debbie
>
>
> "yes Jorge, you can still put up a projecting sign in addition to the
> sign over the door facing the parking lot. You will have to find a
> place to put it, but at least that way you will have some business
> identification from Sepulveda and 89th. You can work that out with the
> building mgmt and then just send me drawings, photo simulations as you
> have been. It should be at the same uniform elevation as the
> Starbuck's sign and be visually complementary. It is limited to 4
> square feet (17a). Once you have decided, send me drawings and photos
> that show the front 3 sides and the rear.
> Thanks,

> Debbie

>

> On Mon, Jan 10, 2011 at 10:30 AM, Jorge Diaz <jorge@bksigns.com> wrote:

>> Hello Debbie,

>>

>> I was reading 17b: Each business that is located above the first floor may

>> have a projecting sign on the ground level if there is direct exterior

>> pedestrian access to the second floor... My question is..There is no

>> exterior pedestrian access from the front. Access is in the back .. Can I

>> still put up the blade sign?

>

> On Thu, Jan 27, 2011 at 2:25 PM, Joseph Rouzan <joseph.rouzan@lacity.org> wrote:

>> Thanks Nate:

>>

>> Really want to help this gentleman, if we can.

>>

>> Regards, Joe

>>

>> On Thu, Jan 27, 2011 at 2:18 PM, Nate Kaplan <nate.kaplan@lacity.org> wrote:

>>> Hi Debbie,

>>> Joe Rouzan brought this case to my attention and I was hoping you could

>>> offer a solution or a means to allow this business' sign to be posted.

>>>

>>> I spoke to the Westchester BID and they are supportive of allowing the sign

>>> at the location where Dr. Powers wishes to have it. I understand there are

>>> restriction in accordance to the CDO, but is there any way to make

>>> exceptions?

>>>

>>> Thanks for your assistance,

>>> Nate

>>>

>>>

>>>

>>>>

>>>>

>>>> ----- Forwarded message -----

>>>> From: Chris Locke <Chris@hfhlt.com>

>>>> Date: Thu, Jan 20, 2011 at 5:13 PM

>>>> Subject: Movement Performance Incorporated - 8830 S. Sepulveda Blvd -

>>>> Chris Locke - HFH

>>>> To: joseph.Rouzan@lacity.org

>>>>

>>>>

>>>> Joe,

>>>>

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>>>>

>>>> Thanks again for your time on the phone this afternoon. I appreciate
>>>> your assistance in assisting a commercial tenant of ours, Movement
>>>> Performance Incorporated, in the pursuit of approval for signage for
>>>> his location here in the Westchester Business District.

>>>>

>>>>

>>>>

>>>> For background, the firm for which I work is HFH, Ltd. HFH has been
>>>> an owner and operator of commercial real estate in Westchester for
>>>> more than twenty years. One of our General Partners, Bill Allen, sits
>>>> on the board of the Westchester Business Improvement Association.
>>>> HFH's recently completed construction of our 55,000 SF building
>>>> located at 8820-8844 S. Sepulveda Blvd. increased the assessed value
>>>> of our property from \$2,338,525 to \$10,278,205 (2010-2011).

>>>>

>>>>

>>>>

>>>> Our property features four tenants: Bed Bath & Beyond, Starbucks,
>>>> Wachovia Bank and Movement Performance Incorporated. The tenant
who

>>>> we are attempting to assist is Dr. Powers, the owner/operator of
>>>> Movement Performance Incorporated (MPI). Dr. Powers
>>>> (<http://pt.usc.edu/sublayout.aspx?id=346>) is a member of the faculty
>>>> at USC. Dr. Powers has recently created a new business, with a lease
>>>> that began here in Westchester Business District only last April. In
>>>> fact, he chose our location, 8830 S. Sepulveda Blvd, 5,500 SF above
>>>> Starbucks and Wachovia Bank, specifically because of the warm climate
>>>> for new businesses and the opportunity for future growth. Prior to
>>>> his tenancy at our property, Dr. Powers was conducting business from
>>>> the USC campus. Located on the 2nd floor, Dr. Powers has 47' 11" of
>>>> frontage to S. Sepulveda Blvd. Dr. Powers assumed the last available
>>>> space in our 55,000 SF building, on which we completed construction in
>>>> 2007. It took nearly a year to locate Dr. Powers as a tenant, due to
>>>> the challenging economic environment.

>>>>

>>>>

>>>>

>>>> As you'll see from the email chain below, Dr. Powers' signage company,
>>>> BK Signs, has encountered difficulty in achieving approval for signage
>>>> for MPI. As you'll read below, Dr. Powers is being directed to have
>>>> the majority of his signage installed without any exposure to S.
>>>> Sepulveda Blvd because the entrance for his location is east of S.
>>>> Sepulveda Blvd., similar to other tenants of ours, Bed Bath & Beyond
>>>> and Wachovia. Dr. Powers has the option of installing signage so
>>>> small that it would be of no practical use and/or potential approval

>>>> for the installation of signage that is so limited so as to be
>>>> impractical.

>>>>

>>>>

>>>>

>>>> I understand and appreciate the importance of the CDO for Westchester
>>>> Business District in providing design guidance and enhancing the
>>>> enjoyment of Westchester. As you'll see from the attached proposed
>>>> signage, the signage is aesthetically quite pleasing. Also, the
>>>> association with USC is clearly a strong endorsement of the
>>>> Westchester Business District. Finally, the CDO also states the
>>>> objective to "promote the identity and success of individual
>>>> businesses..." In this situation, by disallowing the ability of our
>>>> tenant, Dr. Powers, the latitude to utilize signage that was
>>>> previously available under Los Angeles Municipal Code, Dr. Powers'
>>>> ability to grow his fledgling business via greater exposure, is being
>>>> significantly compromised.

>>>>

>>>>

>>>>

>>>> I appreciate any and all efforts on behalf of our tenant. Please let
>>>> me know how I can assist you in presenting a resolution that is
>>>> favorable to the continued growth and strength of our tenant.

>>>>

>>>>

>>>>

>>>> Regards,

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>>>>

>>>> Christopher H. Locke

>>>>

>>>> VP Operations

>>>>

>>>> HFH Ltd.

>>>>

>>>> 8818 S. Sepulveda Blvd.

>>>>

>>>> Los Angeles, CA 90045

>>>>

>>>> (T) 310-568-8585 #7

>>>>

>>>> (F) 310-568-0358

>>>>

>>>> (C) 310-433-6869

>>>>

>>>>

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>>>> -----Original Message-----

>>>> From: Jorge Diaz [mailto:jorge@bksigns.com]

>>>> Sent: Thursday, January 20, 2011 10:58 AM

>>>> To: Chris Locke

>>>> Subject: Re: Westchester CDO Guidelines

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>>>>

>>>> Thank you.

>>>>

>>>>

>>>>

>>>> Jorge Diaz

>>>>

>>>> ----- Original Message -----

>>>>

>>>> From: "Chris Locke" <Chris@hfhlt.com>

>>>>

>>>> To: "Jorge Diaz" <jorge@bksigns.com>; "Powers, Christopher"

>>>> <powers@usc.edu>

>>>>

>>>> Sent: Thursday, January 20, 2011 10:07 AM

>>>>

>>>> Subject: RE: Westchester CDO Guidelines

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>>>> Jorge,

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>>>> We'll see what other approaches we can take, should be back in touch in

>>>>

>>>> about a week from now, perhaps two.

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>>>>

>>>> Regards,

>>>>

>>>>

>>>>

>>>> Christopher H. Locke

>>>>

>>>> VP Operations

>>>>

>>>> HFH Ltd.

>>>>

>>>> 8818 S. Sepulveda Blvd.

>>>>

>>>> Los Angeles, CA 90045

>>>>

>>>> (T) 310-568-8585 #7

>>>>

>>>> (F) 310-568-0358

>>>>

>>>> (C) 310-433-6869

>>>>

>>>>

>>>>

>>>> -----Original Message-----

>>>>

>>>> From: Jorge Diaz [mailto:jorge@bksigns.com]

>>>>

>>>> Sent: Thursday, January 20, 2011 8:32 AM

>>>>

>>>> To: Powers, Christopher

>>>>

>>>> Cc: Chris Locke

>>>>

>>>> Subject: Re: Westchester CDO Guidelines

>>>>

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>>>>

>>>> Hello Chris,

>>>>

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>>>> I been in contact with Debie Lawrence. She is the community planner for

>>>>

>>>> San

>>>>

>>>> pedro and Westchester area. I've attached the CDO guidelines. Its fairly

>>>>

>>>>

>>>>

>>>> new. Effective date July 1, 2008. Please read the email she sent me.

>>>>

>>>> Please

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>>>> call me with any questions.

>>>>

>>>> Thanks,

>>>>

>>>> Jorge Diaz

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>>>>

>>>> > Hi Jorge,

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>>>> > The proposed sign changes for the Movement Performance Institute at

>>>>

>>>> > 8330 S. Sepulveda Blvd. cannot be processed as a Director's sign off

>>>>

>>>> > because they do not comply with the Downtown Westchester
Community

>>>>

>>>> > Design Overlay (CDO) regulations. The sign is not in compliance with

>>>>

>>>> > the following standards:

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>>>> > 16e: Signs should be located at the primary entrance to the building

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>>>> > 16j: Premises located above the ground floor, which do not take their

>>>>

>>>> > primary access directly from an exterior walkway open to the public,

>>>>

>>>> > may have only a building or business identification sign adjacent to

>>>>

>>>> > each exterior entrance that provides access to those premises.

>>>>

>>>> >

>>>>

>>>> > 20b: Signs on a multi-tenant building shall be placed at the same

>>>>

>>>> > uniform elevation to create visual continuity.

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>>>> >

>>>>

>>>> > To qualify for a Director's sign off, you should place the sign at the

>>>>

>>>> > rear entrance. However, this would reduce its size. Another option is
>>>>
>>>> > to make use of a projecting sign (limited to 4 square feet), in
>>>>
>>>> > accordance with standard 17b. You would have to show that there is
>>>>
>>>> > direct pedestrian access to the second floor business space. Because
>>>>
>>>> > this appears to be a multi-tenant building, you should obtain drawings
>>>>
>>>> > that show the layout and access.
>>>>
>>>> >
>>>>
>>>> > A third option is to apply for a CDO plan. This costs \$1,432.52 and
>>>>
>>>> > would take longer to process than a sign off since findings and a
>>>>
>>>> > determination are required. You could apply to have your sign on the
>>>>
>>>> > front of the building, but we would recommend individually mounted
>>>>
>>>> > channel letters, and that the portion of the sign "USC Professional
>>>>
>>>> > Education Center" be included as the wall sign to the rear of the
>>>>
>>>> > building.
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>>>>
>>>> > thank you,
>>>>
>>>> > Debbie
>>>>
>>>>
>>>>
>>>> >>>>> Debbie Lawrence, AICP
>>>>
>>>> >>>>> Community Planner, San Pedro
>>>>
>>>> >>>>> City of Los Angeles Department of City Planning
>>>>
>>>> >>>>> 200 N. Spring Street, Room 621
>>>>
>>>> >>>>> Los Angeles, CA 90012
>>>>
>>>> >>>>> Phone: (213) 978-3034

>>>>
>>>> >>>> Fax: (213) 978-1226
>>>>
>>>>
>>>>
>>>> ----- Original Message -----
>>>>
>>>> From: "Powers, Christopher" <powers@usc.edu>
>>>>
>>>> To: "Jorge Diaz" <jorge@bksigns.com>
>>>>
>>>> Cc: "Chris Locke" <Chris@hfhltltd.com>
>>>>
>>>> Sent: Tuesday, January 18, 2011 1:50 PM
>>>>
>>>> Subject: FW: Westchester CDO Guidelines
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>>>>
>>>> Jorge,
>>>>
>>>> I would like to introduce you to Chris Locke who represents HFH Ltd (my
>>>>
>>>> landlord). He is cc'd on this e-mail.
>>>>
>>>> Chris thought it would be best for the two of you to connect to discuss
>>>>
>>>> the
>>>>
>>>> issues related to signage, etc.
>>>>
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>>>>
>>>> With whom at the city have you been interfacing regarding the sign?
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>>>>
>>>> Christopher M. Powers, Ph.D., P.T.
>>>>
>>>> Associate Professor
>>>>
>>>> Director, Program in Biokinesiology
>>>>

>>>> Co-Director, Musculoskeletal Biomechanics Research Lab
>>>>
>>>>
>>>>
>>>> USC Division of Biokinesiology & Physical Therapy
>>>>
>>>> 1540 E. Alcazar St. CHP-155 | Los Angeles, CA 90089-9006
>>>>
>>>> T: 323.442.1928 | F: 323.442.1515 | www.usc.edu/go/mbrl
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>>>> --
>>>> Joseph T. Rouzan III
>>>> Deputy Director, Business Services
>>>> City of Los Angeles
>>>> Community Development Department
>>>> 1200 W. 7th Street, 6th Floor
>>>> Los Angeles, CA 90017
>>>> (213) 744-7188
>>>
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>>>
>>> --
>>> Nate Kaplan
>>> Field Deputy
>>> Office of Councilmember Bill Rosendahl
>>> City of Los Angeles, 11th District
>>> 7166 W. Manchester Ave
>>> Los Angeles, CA 90045
>>> Phone: 310-568-8772
>>> Fax: 310-410-3946
>>>
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>> Joseph T. Rouzan III
>> Deputy Director, Business Services

>> City of Los Angeles
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> --
> Debbie Lawrence, AICP
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> Phone: (213) 978-3034
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> Days out of the office: 1/12, 1/13, 1/17, 1/27
>

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